

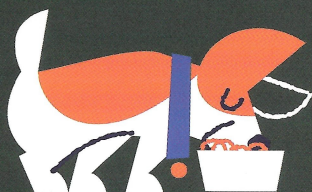
A stylized illustration featuring a large, light-colored dog on the left and a smaller piglet on the right. The dog has a black nose and a black line for a mouth. The piglet has a black nose and a black line for a mouth. A red speech bubble is positioned above the dog's head. The background is a solid light green color.

The
Farmer's
Dog

**Your Dog's Fresh Start
Starts Here**

HELLO AND WELCOME TO THE FARMER'S DOG!

Our one and only goal is to make it easy for people to help their dogs live long, healthy lives. Feeding them real, fresh food plays a huge part in that. So rub your pup on the belly and pat yourself on the back; you've taken the first step toward building a great new healthy habit (the easiest kind to keep: one for your dog!)







THE TALE OF HOW THE FARMER'S DOG STARTED

It began with Brett's Rottweiler, Jada.

Jada suffered from bad digestive issues as a puppy, but after trying every kind of food, we took the advice of a veterinarian and decided to cook for her ourselves—and her tummy troubles disappeared.

Intrigued, we started doing more research. After learning the truth about the pet food industry (more on that on the next page), we worked with board certified veterinary nutritionists to create the company we wished existed for our own dogs: A service that makes it simple to feed them fresh, healthy food.

Today, our recipes are recommended by thousands of veterinarians, and our growing team of dog professionals has made, portioned, and delivered **millions of healthy meals** for dogs across the country. We're here to help you at any time—and we can't wait to hear how your dog will benefit from their new fresh diet!

Brett Podolsky & Jonathan Regev

Co-Founders, The Farmer's Dog



Jada & Buddy

Co-Founding Dogs



*To watch the rest of our story so far,
scan this with your phone's camera!*

WHAT WE UNCOVERED ABOUT COMMERCIAL PET FOOD

The pet food industry is shockingly deceptive. Pet food products do not have to meet the same quality standards as human food. But pet food manufacturers can make their products seem much healthier than they really are—and it's completely legal.

Think this only applies to certain brands? Regardless of the cost, how nice the packaging is, and how “healthy,” “premium,” or “organic” they seem, most kibbles and canned foods are made from the same process.



The Biggest Problem? The Cooking Process

We've been taught to focus on ingredients—but regardless of their quality, the extreme processing used to create pet food is so harsh that it severely damages ingredients' natural nutrients.

Ingredients can be exposed to several rounds of high heat and high pressure in the process of becoming shelf-stable pet food.

Diseased Ingredients = OK to Use

It's legal for pet food companies to use ingredients that are considered too low quality for use in human food—including 4D meats; from diseased, disabled, dying, or dead animals.

Diseased meats can be used in dog food without being shown anywhere on the label as they're processed into "meals" or "fats."

What's On the Bag ≠ What's In the Bowl

The ingredients shown on the bag don't have to resemble those actually used. Plus a substantial number of ingredient lists are inaccurate—and are easily manipulated with common tactics like ingredient splitting.

Marketing terms like "Healthy," "Premium," and "Holistic" are everywhere on pet food packages—but are so broadly defined that they're effectively meaningless words.

**THE STATE OF DOG HEALTH IN A WORLD
WHERE 80% OF DOGS EAT KIBBLE**

A large white circle with a thick white line forming an arc around the top and left sides, leaving the bottom and right sides open. Inside the circle, the text "80%" is written in a bold, orange, sans-serif font.

80%

**develop some
form of dental disease**
*(What other crunchy foods
clean teeth?)*

A large white circle with a thick white line forming an arc around the top and right sides, leaving the bottom and left sides open. Inside the circle, the text "50%" is written in a bold, orange, sans-serif font.

50%

**over the age of 10 will
develop cancer**
(That's a lot of lost years)

A large white circle with a thick white line forming an arc around the top and left sides, leaving the bottom and right sides open. Inside the circle, the text "60%" is written in a bold, orange, sans-serif font.

60%

**are overweight
or obese**
*(Studies have shown dogs
who eat kibble are more likely
to be overweight)*

A large white circle with a thick white line forming an arc around the top and right sides, leaving the bottom and left sides open. Inside the circle, the text "16%" is written in a bold, orange, sans-serif font.

16%

**is the average loss of lifespan
for an overweight dog**
*(And even dogs' full lifespans
are too short for us)*

“No animal’s digestive system is designed to eat highly processed food every meal of their lives. The Farmer’s Dog makes it easy to feed our pets what they were meant to eat.”

Dr. Alex Schechter

Doctor of Veterinary Medicine
Burrwood Veterinary, Royal Oak, MI

More and more veterinarians are learning about the issues with kibble and the benefits of feeding fresh—making us the fastest growing category of food being recommended by veterinarians. For more veterinary information, go to **Vets.TheFarmersDog.com**.



How We Made Pet

Using decades of pet nutrition research, modern technology, and a little common sense, we worked with top vet nutritionists to create a safe, balanced, and fresh pet food made from whole food ingredients.

Truly Healthy Human-Grade Food

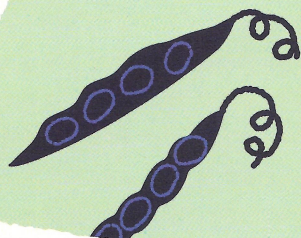
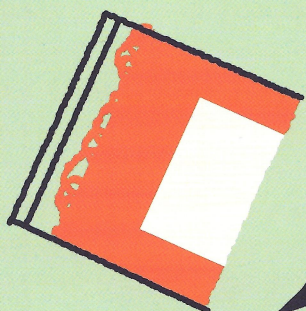
Everything in our dog food is safe and high-quality enough that it could be served to humans. (Believe us, we've eaten a lot of it.)

Nutritionally Complete & Balanced for Dogs

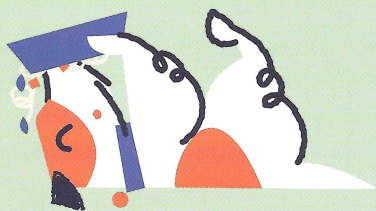
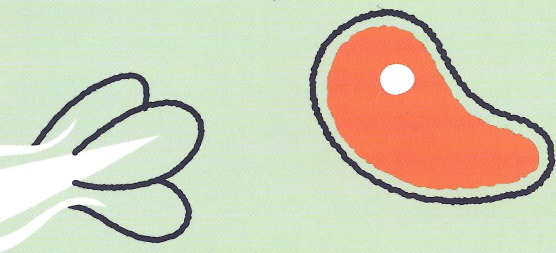
Our recipes are developed with industry-leading vets to give your dog all the nutrition they need, delivered mostly through fresh, whole foods.

Know What You're Really Feeding

No need to trust us or translate a lengthy label. You can tell what ingredients have gone into our food (and your dog's bowl) just by looking at it.



Food Healthy



Portions Personalized to Their Needs

We deliver your dog's food pre-portioned for them, making it straightforward to manage their weight, and help them stay lean and healthy for longer.

A Diet with Better Digestibility

Your dog absorbs more nutrients from fresh, gently steamed food than highly processed options, which is a big health-booster (and results in smaller, firmer, less smelly poops!)

Full of Immunity-Boosting Nutrients

Our gentle steaming method ensures our food is safe for dogs to eat, while preserving vital nutrients which can help improve their immune system function.



Feeding fresh food isn't about being "fancy" or spoiling your dog—it's about feeding them what they're supposed to eat: Simple, real food.

But while the ingredient lists might be small, the positive impact a fresh diet can have on your dog is immeasurable.



E8



AlongsideDogs

Keeps in fridge for 8 days after thawing
Stores in freezer up to 6 months
Guaranteed Taste or cashback 100% refund

Feeds Koda
1 pack
per day



Koda's
Turkey Recipe

The
Farmer's
Dog

SIMPLE FOOD, SIMPLE TO USE

We want feeding fresh to be effortless for every pet owner—and we've made it easy to perfect your plan in your account!

Update Your Meal Plan

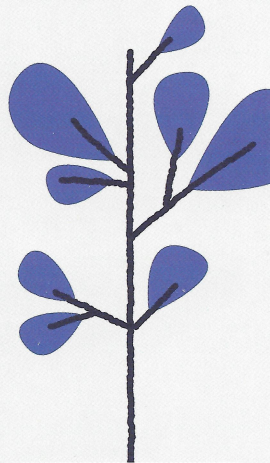
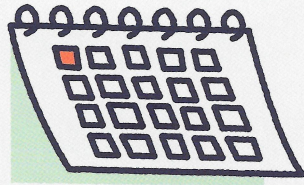
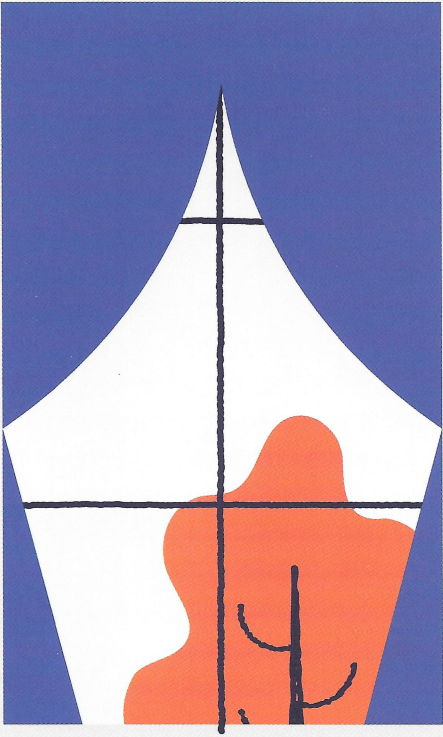
Switch up which recipes you receive, or edit your dog's recommended portion. Keep their profile up to date with any changes from signup so they're always receiving the right amount of food for their needs.

Adjust Your Deliveries

Reschedule your orders, get them shipped to different delivery addresses, change how much food you're receiving, and more. We want to make feeding fresh work for your life, travel plans, and freezer size.

Refer Friends & Family

Share the health with the other dogs and dog people in your life by giving them a discount on their first box!



WE'RE HERE ANYTIME YOU NEED US!

Another benefit of our real food? A team of real people, here for you every step of this new, healthy journey. We want to hear from you, and help make this new healthy habit work for your life and your dog! Reach out for whatever you need—even if it's just someone to send your latest dog pic to.

Email: Care@TheFarmersDog.com

Call or Text: 646.780.7957

Keep an Eye on Your Inbox!

We'll be sending regular order updates, helpful tips, and deeper dives into dog health topics to your email. Make sure they're not going to your spam folder so you don't miss something!

Set Your SMS Preferences

Head to your account to choose which order updates you want to receive via text.

And Follow Us on Social Media

Who couldn't use some more dog content in their feed?

@thefarmersdog



Save me somewhere safe!